ASF AWARENESS RAISING
(EXAMPLE OF ESTONIA)

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TODAY´S TOPICS

▶ **ASF from the communication viewpoint**
  - What we did?
  - Resources we used.
  - What you can do?
FIRST CONTACT

- Before 2014 there was information about ASF in Belarus (far from us).
- Beginning of 2014 - first meeting about ASF in Veterinary & Food Board (VFB), where hunters were invited. At first there was no fear for the ASF.
- 2014 June first case in Latvia (first shock to Estonian hunters).
- 2014 Sept ASF in Estonia (near Latvian border).
WHAT WE DID?

- Necessary was to define who we are as hunters in this process. Question was do we just follow the orders or do we want to influence the process.

- 2015 EHS held ASF conference in Estonian University of Life Sciences with state & veterinarians.

- The aim was to announce our official standpoints for ASF.
  - ASF was also an opportunity for hunters to tell our story. Before ASF it was very difficult to get on stage in media (made a media plan).
  - EHS decided to be an active partner in the ASF process.
  - We took responsibility as resource users.
  - Co-operation with state authorities and farmers is very important!
STATE

ASF CO-OPERATION

HUNTERS

FARMERS
2011 VFB released the first ASF booklet.

2014 VFB set up a phoneline, made webpage.


2014 EHS held working groups with farmers.

2015 EHS, VFB and state visited almost every county to raise awareness for ASF.

2015 EHS held working groups with farmers to discuss hunting near farms.

2015 MRA & VFB made a poster about ASF, to raise the awareness (dead boars found must be informed).

2015 ERB & VFB organised simulation training for particularly dangerous animal disease.

2015 OIE meeting for the Baltic & Eastern-European experts.

2016 EHS working group with farmers.

2016 EHS, MRA, VFB made educational videos for hunters.

2016 10 ASF meetings for the hunters and farmers and the local community.
2016. VFB informed EDF about ASF and biosecurity before largest field training exercise.

2016. EHS made video with Director General of Environmental Board about ASF.

2017. EHS, VFB & MRA published infographics about biosecurity in forest to eradicate the ASF.

2017. VFB & EHS did 2 ASF meetings for the hunters.

2018. EHS & VFB did 2 ASF meetings for the hunters.

2016. MRA, VFB and EHS organised updated ASF info-meetings.

2016. authorities sent press-releases and did awareness about eradicating ASF.

2016. VFB and scientist from EULS wrote an article about what’ve learned about ASF.

2017. VFB gave every pig farm stand with a warning signs about ASF & biosecurity.

2018. MRA, EHS & VFB released educational video about ASF (instructions after hunting).
RESOURCES WE USED & THE RESULTS
ACTIVITIES

- Info meetings for hunters and partners.
- Cooperation with authorities.
- Awareness raising (infomaterials).
NEW STATIC WITH THE MAP COMES EVERY WEEK (ENVIRONMENTAL AGENCY)
Awareness raising:
- webpage,
- videoclips,
- articles,
- press-releases,
- factsheets,
- flyers,
- infographics.
WEBPAGE (state & hunters) for every important news & updates related to ASF
INFOGRAPHICS: BIOSECURITY IN FOREST TO ERADICATE THE AFRICAN SWINE FEVER (ASF)
INFOGRAPHICS: BIOSECURITY IN FARMS TO ERADICATE THE AFRICAN SWINE FEVER (ASF)
Juhised sigade Aafrika katku törjumiseks metsas: bioohutus

1,291 views
CAMPAIGNS IN OTHER COUNTRIES

FRANCE:
- Brochure “La peste porcine africaine Agissons ensemble” (African Swine Fever - let’s act together)
- Poster about ASF biosecurity measures
- Brochure about raising awareness about ASF

FINLAND
- Leaflet which contains facts about wildboar ecology, hunting and taking ASF-samples.
- Articles about ASF in”Jahti-Jakt” magazine, ASF-information in website.

Czech, Belgium, Latvia.
RESULTS

- ESTONIAN HUNTERS SOCIETY - EMOTION OR TONE OF THE COVERAGE

![Pie chart showing the distribution of positive and neutral coverage. Positive: 3 (28.08%). Neutral: 10 (76.92%).]
RESULTS

- ASF gave the chance to reach the biggest crowd through media (articles, press-releases etc) and to tell our story.
- As the situation in Estonia is now stabilised, the media is in a waiting position according to ASF. They take hunters as wildlife experts and listen to our opinion much much more.
Still it’s our duty to raise awareness of the ASF, what we do/have done and show our important role in society.

Due to the co-operation, hard work on field and awareness raising since Sept 2017 there’s no ASF in farms. Although boars have been infected in different parts of Estonia (comes with waves).

We showed that we are well-organised part of society and ready to take further responsibility according to wildlife.
WHAT YOU CAN DO?

- Always consider that ASF is also an opportunity.
- #1! Co-operate (triangle)!
- Take & hold your leader position. It gives the opportunity to influence processes.
- Plan your communication activities & be active to produce ASF news and give consistent updates for hunters.
- Consider the level of hunters and community. The information should be targeted (regional directions).
- Direct communication on site (meetings, conferences)
THANK YOU!

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